

# Pici Pasta

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# Restaurant Concept (Project Idea)

## What will be your restaurant's name?

Pici Pasta  
picipasta.com

## Describe the type of food or drink and the related options the restaurant will serve.

Custom pasta dishes

### *Customization*

- Salads
  - Cesar
  - Caprese
  - Greek
- Pasta
  - Marinara
  - Carbonara
  - Pesto
- Wine
  - Red
  - White
  - Dom Perignon

## Describe the country, city, and neighborhood where the restaurant and its customers will be located.

Santa Clarita, California (Suburban)

*Delivery radius:* Santa Clarita area

## Choose a main target audience that your restaurant is focusing on.

Catering for business meetings

## Estimate how much your restaurant's food will cost.

\$\$\$ - Upscale

## Write an elevator pitch for your restaurant.

We provide a fresh take on Italian classics for your office party or business meeting. We cater sophisticated and tasty experiences for your employees and clients.

## Other Project Ideas

### Customizable salads

- Aimed at senior citizens
- In a rural town: Toledo, WA
- \$\$ - Affordable
- “Grains & Greens”
- **Problem: Never been here, also don’t know that audience too well**

### Customizable Smoothies

- Aimed at young parents
- Located in Los Angeles’ Silverlake neighborhood
- \$\$\$ - Upscale
- “Panacea Juicery”
- **Problem: Plausible but less interesting since a juicery in Silverlake is somewhat clichéd**

# Strategy

## Target Audience

The website will focus on the following target audiences:

### **Roles** (groups of people with similar goals)

- Office assistant (placing the order)
- Executive (decision maker, to be convinced)
- Business Owner (decision maker placing the order directly)

### **Demographics** (gender, age, education, occupation, marital status, income, location)

- Gender - Somewhat more women than men
- Education - College Education or higher
- Occupations - Office managers/secretaries, administrators, small business owners
- Age - Early 30s to 65
- Location - Suburban, Santa Clarita area

### **Psychographics** (personality, values, attitudes, interests, lifestyles)

- Personality & Attitudes:
  - Professional
  - Classy
  - Attention to detail
- Values:
  - Moderately conservative
  - Safety
  - Team building
- Lifestyles:
  - Family
  - Take vacations
  - Go to baseball games

# Strategy

## User Personas



### Rachel Hernandez (35) – The Office Manager

- Office Manager for Advanced Bionics
- Loves throwing holiday parties for the office
- “My coworkers are like my second family”
- Enjoys wine tasting with co-workers on the weekends
- Married for 3 years



### Ethan Peng (46) – The Business owner

- Boss of a small marketing startup (20 people in the office)
- Likes to impress bigger clients during meetings and project wrap ups
- Content creation for hotels (LINE, Ace Hotel) and lifestyle brands (Refinery29, Toms)

- Likes team building exercises and takes the team out on hikes
- Married for 20 years, father with a 5 year old daughter and 10 year old son
- Has an MBA from UCLA
- “I only want the best experiences for my clients”



### Michelle Sage (28) – The Nonprofit Communications Director

- Communications director
- Nonprofit aimed at providing art supplies and classes for underprivileged youth
- Organizes and plans events to raise money/donations during the holiday season
- Has a Bachelors in Communications from CSUN
- Wants to build local Santa Clarita community
- Runs the social media campaigns
- Loves to take cooking classes with her friends
- Single but appreciates going on dates to enjoy fine dining

# Strategy

## User Needs

The website needs to enable the user to:

- *Find out if the restaurant delivers to their area*
- *Order online*
- Customize the catering for an event
- Schedule orders weeks in advance
- Estimate the price of an event
- See past order history to plan for future events
- Contact someone with questions or issues with an order

## Client Needs

The website needs to enable the client to:

- *To sell food online that will be delivered*
- *Provide a system for order customization*
- Appear professional and sophisticated
- Communicate reliability
- Communicate upscale

# Outline of Scope

## Content Requirements

Content (text, images, video) that the user will need.

*"The user will be looking for..."*

- Food Menu
  - Pasta
  - Appetizers
  - Desserts
  - Drinks
- Images of past catered events
- Text that stresses that deliveries are only for the Santa Clarita area
- About us
- Testimonials
- Contact (phone number + address)
- FAQ - What are the questions?
  - Where Do You Deliver?
  - Can you cater for dietary restrictions?
  - Do you have a minimum order?
  - Do you charge for delivery?
  - How much time do you need prior to an order?
  - What is your pricing structure?
  - Who can I contact?

## Functionality Requirements

Systems that will allow the user accomplish tasks.

*"The user will be able to..."*

- Get help via a live chat feature
- Customize the catering order
  - Indicate date/time of delivery
  - Indicate the amount of people
  - Pick options for salads/main courses/drinks and indicate the ratio of how much of each option to order
- Place order
  - Contact information
  - Delivery information
  - Make payment
  - Get order confirmation
- Make changes/cancel catering service after order has been placed
- Create an account
  - view current/past orders
- Log in

# Sitemap

